

Mayor Denny Doyle's 10 POINT PLAN FOR 2010



#1 LOCAL INVESTMENT I will ask the City Council to support placing a portion of our investment portfolio into local banks so that they may in turn support our current small business owners as well as up-and-coming entrepreneurs. Within the next few months the City of Beaverton will determine criteria and investment amounts and get these dollars into our local economy. We're also working on a small business lending program that would provide educational assistance such as long range planning as well as loans.

#2 SUSTAINABILITY We'll make measurable strides in sustainability by exploring a solar power program for residents; implementing nearly a million dollars in stimulus grants for energy conservation; taking a greenhouse gas inventory; and putting a cohesive action plan in place.

#3 BUSINESS FUNDING I will ask the City Council to support the creation of a new line item in the budget strictly for helping our local businesses grow. Ideally it will be tied to job creation and leveraged with additional dollars from our federal, state and regional partners. These are funds tied to job creation. We'll measure our success in this area by the number of jobs we are able to create.

#4 THE ROUND The Round development and aggressive annexation policies had given people a negative perception of our Beaverton, however, we cannot simply turn our back on these issues. I'm committed to putting a master plan in place for the entire area. These days, land owners are coming forward and asking to become part of Beaverton's future. So far, that has resulted in 12 acres and \$8.5 million in new tax base. By working together with the development community, more resources can be brought together than any one individual entity could afford to do in these times.

#5 MICRO-LENDING Another new initiative that will be included in this year's budget request is a collaborative micro-lending strategy, also known as emerging business lending. A lot of communities are talking about micro-lending programs, but I want Beaverton to take it a step further and link our strategy to the target market industry research that we're doing now. We'll be working with our local financial partners to develop funds for local businesses to capitalize, grow, keep and create jobs.

#6 FEDERAL AND STATE FUNDING With the support of our council, we will retain experts in state and federal governmental affairs so that we may proactively pursue funding for infrastructure, affordable housing, senior services, public safety, workforce training, and business incubator dollars for Beaverton. If there's funding there, we are going to try to bring it home to Beaverton. We haven't done that at the federal level before. The City has already selected a government relations firm, Van Scoyoc and Associates, and they are hard at work representing our interests in Washington with appropriation requests for four projects totaling \$4 million that would leverage a total of \$15 million.

#7 VISIONING It's time that we take the visioning feedback from our community, more than 4,000 individuals, and begin putting those ideas into action. One way we will be doing that, is to develop a comprehensive Civic Plan for the city that will incorporate those ideas and put in place real solutions to real problems. We have to find creative ways to solve our multi-jurisdictional transportation challenges, development challenges, and more. We then have to continue to implement and fund that vision. I'm committed to seeing that happen!

#8 LAND ACQUISITION This year we'll also seek out land for civic facilities. I can tell you that there are many moving parts to this discussion. We currently lease and own over a dozen locations throughout town. I've asked our facilities director for a report on options to consolidate and options for purchase. Eventually, I hope that Beaverton will have more space to hold public gatherings.

#9 MARKETING AND BRANDING I'll also ask the Council to support the rebranding effort that is underway and make a commitment to marketing Beaverton. It's time to proactively attract more businesses and jobs to Beaverton, visitors to our shops and restaurants, and invite people to make their new homes here. We'll be selecting a branding firm within the next few weeks and will get the process started. By the end of the year, I expect to be rolling out a message and look that updates Beaverton's image, and better reflects the community that we all love. I'm also committed to advertising to draw the workforce we need, recognition for the terrific business community we have here, and attract new business investment.

#10 PROPERTY TAXES Last but not least, my final goal is to submit a budget without an increase to the millage rate for our taxpayers.